

Subject: FW: A suggestion

From: Ellen Riotto <ellen@southpark.la>

Date: 01/12/2017 10:12 AM

To: Robert Buente <bbuente@1010dev.org>, "daniel@jadeent.com" <daniel@jadeent.com>, Robin Bieker <robin@biekerco.com>, Shelby Jordan <SJordan@aegworldwide.com>

Linda Valentino who owns Downtown Dance and Movement on Hope has been vocal about the shortage of parking. Josh's response accurately lays out the current status, but I want to make sure we're not missing anything. Any ideas about parking availability in the evening?

Thx

From: Linda Valentino <lindavalentino@prodigy.net>

Reply-To: Linda Valentino <lindavalentino@prodigy.net>

Date: Wednesday, January 11, 2017 at 6:37 PM

To: Josh Kreger <josh@southpark.la>

Cc: Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>

Subject: Re: A suggestion

Hi Josh,

Thanks for your reply. I have called Luxe in the past, and it is not financially feasible. No one is going to pay \$15 to park when they are coming for a \$15 or \$18 dance class, or a rehearsal. It just won't happen.

I understand that the new developments are building additional parking, but those won't be finished until 2018, and if I don't get some access to reasonably priced parking for my clients, I will close before those developments are completed.

Before I opened I had a tentative deal with Mack Urban to use their company parking lot on Olive at night. I was going to rent it from them. When I met with them shortly before opening, they changed their mind. It really pulled the rug out from under us. Do you know any local developers or companies in South Park that don't use their parking lots at night that might be willing to work out some kind of deal with us?

This is a really urgent issue for me.

Thanks for your help,

Linda Valentino
President/Studio Director
Downtown Dance & Movement
(213) 335-3511
www.downtowndancela.com

From: Josh Kreger <josh@southpark.la>
To: Linda Valentino <lindavalentino@prodigy.net>
Cc: Ellen Riotto <ellen@southpark.la>; Wallis Locke <wallis@southpark.la>
Sent: Tuesday, January 10, 2017 11:00 AM
Subject: RE: A suggestion

Hi Linda,

Happy New Year to you as well!! Thanks for sending this suggestion. I agree that parking is a major issue for the small businesses in the district and it's something we are working on at the BID. As you know, it's a very difficult problem, given land prices, ownership of surrounding parcels and the many other factors involved. That said, we know how important it is for small businesses to survive at the present time and are exploring ways to address the need.

As for the building you are referring to, it clearly is a blight on the block and we'd love for something productive to be there. A major reason nothing has happened there is that there are title issues with the real estate, so no one has been willing to buy it and the current owners do not have the funds to develop it. A city owned garage in the area makes a lot of sense in terms of supporting the local businesses, but the problem is that the city does not own any land in the area and land prices are so high that they would not purchase and develop a parking garage (as you mentioned – their current policies are also geared more toward increasing other transportation options rather than subsidizing parking).

I do, however, think that there might be opportunities with some of the new developments happening around that block to work out a deal where public parking could be validated in the manner you suggest for local businesses. There is a significant amount of parking being built in the neighborhood, I think it's a matter of working with the new building owners to see if a shared parking model might work. Along those lines – let me talk with Ellen about this and I'll get back to you. I think having the local business owners being united in pushing for this would be very helpful.

FW: A suggestion

Also, in the short term, are you aware of this company: <http://luxe.com/home> ? Not sure if the pricing would work for you customers, but it may be something you want to share with them as an option for parking when they come to the studio.

As I said, I'll follow up with you about this again soon – thanks for reaching out!

Josh Kreger

Director of Real Estate & Planning

South Park Business Improvement District

Please note change of address:

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

josh@southpark.la <<mailto:josh@southpark.la>> | o. 213 663 1123 | c. 213 344 6749

www.southpark.la <<http://www.southpark.la/>> | fb.com/southparklosangeles | @southparkla

24/7 DISPATCH: 866-560-9346

view commercial vacancies at: www.southpark.la/vacancies <<http://www.southpark.la/vacancies>>

From: Linda Valentino [<mailto:lindavalentino@prodigy.net>]

Sent: Sunday, January 08, 2017 11:46 AM

To: Josh Kreger <josh@southpark.la>

Cc: Greg Schumann <greg@elevation29.com>; Eva Shen <eva.s@impressocafe.com>;

info@pyogalleryla.co; Ellen Riotto <ellen@southpark.la>; Wallis Locke

<wallis@southpark.la>

Subject: A suggestion

Hi Josh,
Happy New Year! Hope your holidays were great.

I have a question and a suggestion for you. You know the building just north of us on Hope Street, the one that was supposed to become a 13-story boutique hotel? What is happening with that now? It's a real blight on this end of our block. Since the plan for a boutique hotel is not going forward due to height and shadow issues, what are the possibilities for turning that building/parcel into a parking facility?

I know the new philosophy of downtown is to get rid of parking, but this desperately area needs another parking garage, preferably a CITY facility that will work with the small

businesses in this neighborhood to keep parking costs down for those patronizing local small businesses, and where the prices won't be jacked up for events at Staples Center. That type of city-sponsored parking facility exists in West LA, Hollywood, and many other areas of the city. Beverly Hills, West Hollywood and Culver City have their city-operated parking facilities and they have greatly boosted business in key areas where many small businesses exist.

As you know, two lots on this block have recently closed for development, and the parking garage at the corner of Hope and 11th is over-sold to AEG and the residents of the Flower Street Lofts. Prices at that lot for anyone else go up to \$20 or \$25 on Staples event nights. A parking garage that will accept validations for 2-3 hours of parking for patrons of the local businesses and restaurants would be a real boost for those of us who rely on both DTLA residents and non-residents for our business.

Until Los Angeles has a more accessible and convenient Metro system, we have to face the reality that many people from all over the Los Angeles area are still going to have to drive to downtown, and they must have a place to park for a reasonable fee. If this is not taken into consideration in South Park, you will have a very hard time attracting more small businesses to this area, and the ones that are here will die.

Please let me know what can be done. I am more than willing to serve on a committee, testify, whatever is necessary. WE NEED PARKING

Many thanks

Linda Valentino
President/Studio Director
Downtown Dance & Movement
(213) 335-3511
www.downtowndancela.com <<http://www.downtowndancela.com/>>

—image001.jpg



—Attachments:

image001.jpg

1.0 KB